



1900 28th Street - Macy's

Site Review Amendment Call Up Consideration

City Council



October 20, 2020

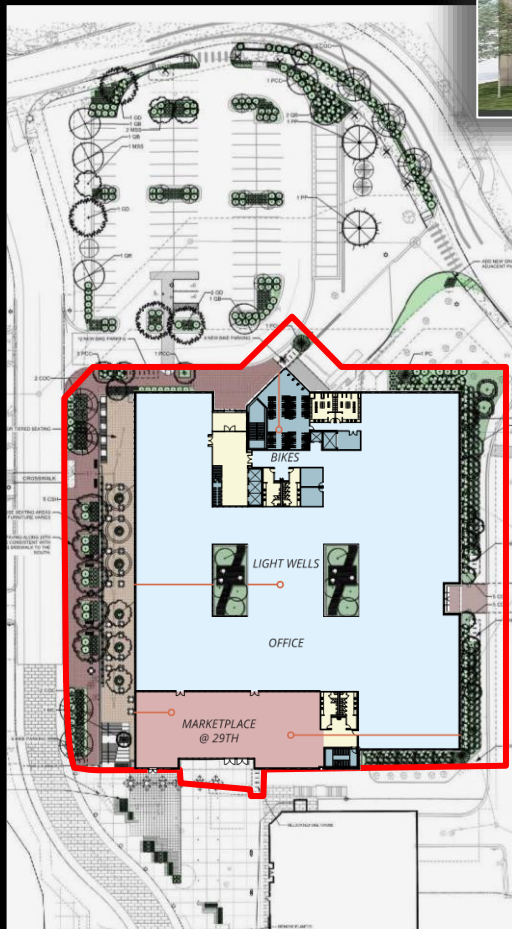


Proposed Project



Building:

- Third story west addition
- Façade & fenestration changes
- Daylighting wells in building
- Lower plaza
- Roof deck
- Office: 155,136 square feet
- Retail: 7,730 square feet
- Net Addition: 11,746 sf
- FAR: 1.59 where 2.0 is standard



Site Work:

- Reduce curb cuts, expand bike lane
- Landscape adjacent parking area
- Plaza improvements
 - shade structures, planters, furniture
- 230 bike spaces provided/115 required
 - 168 long term spaces
 - 62 short term spaces



Review Process

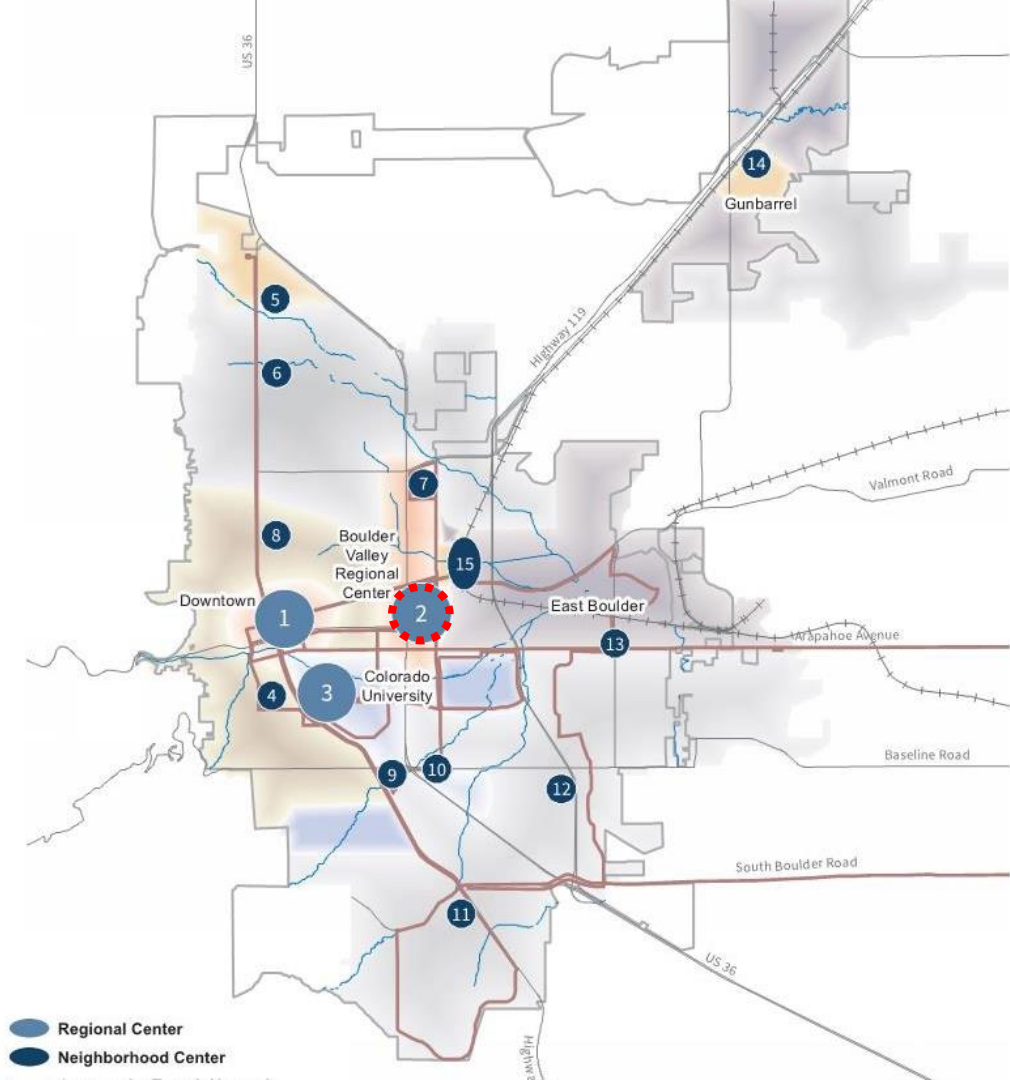
- **Site Review Amendment**
 - Height Modification per Land Use Code, Appendix J, B.R.C.
 - Vested Rights
- **Standards that are Not Applicable, adopted after December 17, 2018**
 - Community Benefit Standards for Height
 - Use Review Standards (Use Review for Non-Residential)
- **Applicable Standards as of Date of Application December 17, 2018**
 - Relevant Site Review Criteria, BVCP Policies, Design Guidelines



Context BVCR

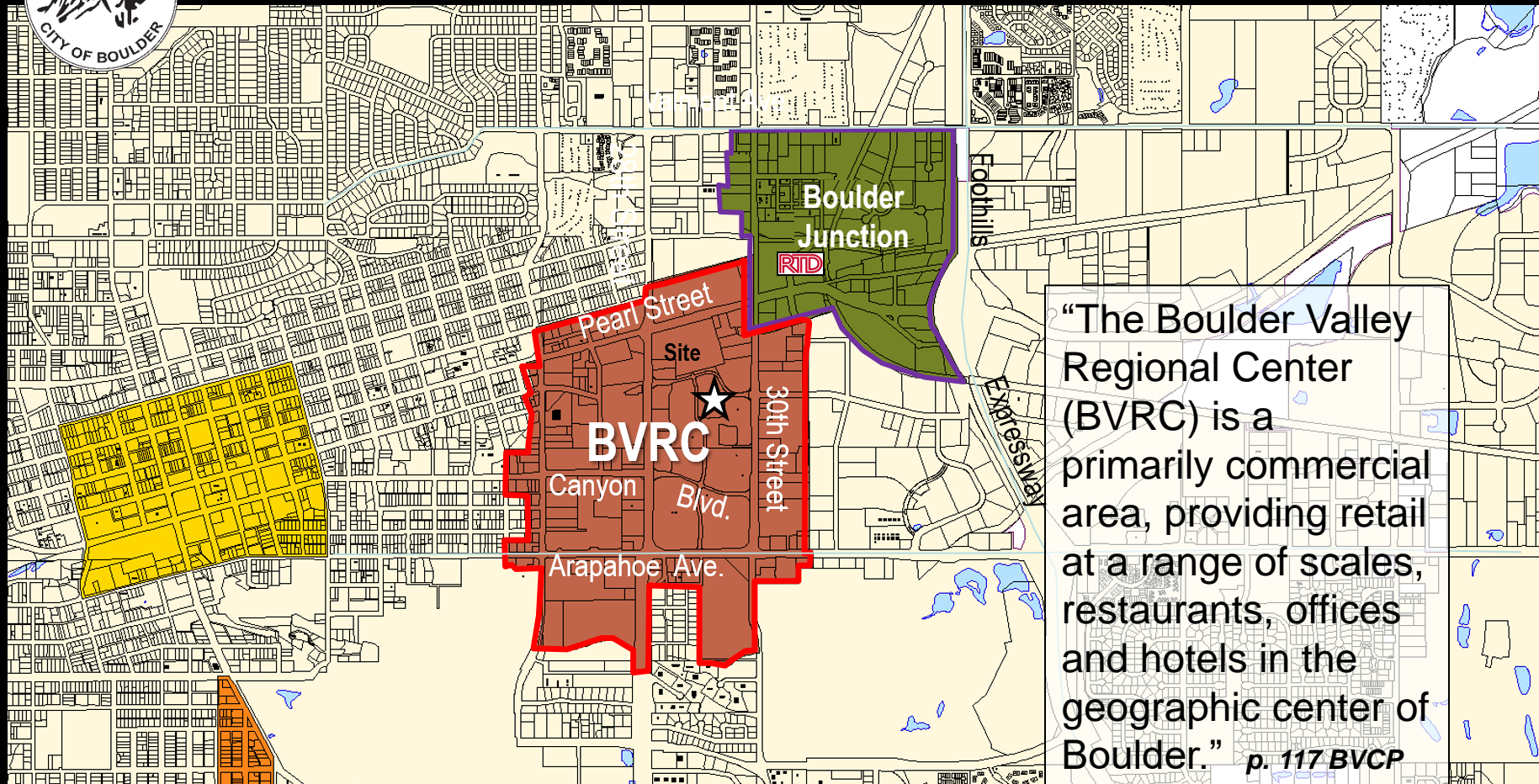
Regional Centers

The city's three regional centers constitute the highest level of intensity. They form a triangle at Boulder's geographic center: Historic Downtown, Boulder Valley Regional Center (BVRC) and the University of Colorado (CU) with the University Hill business district, which also serves as a neighborhood center for the surrounding area. Each regional center provides a distinct function and character, provides a wide range of activities and draws from the entire city as well as the region.





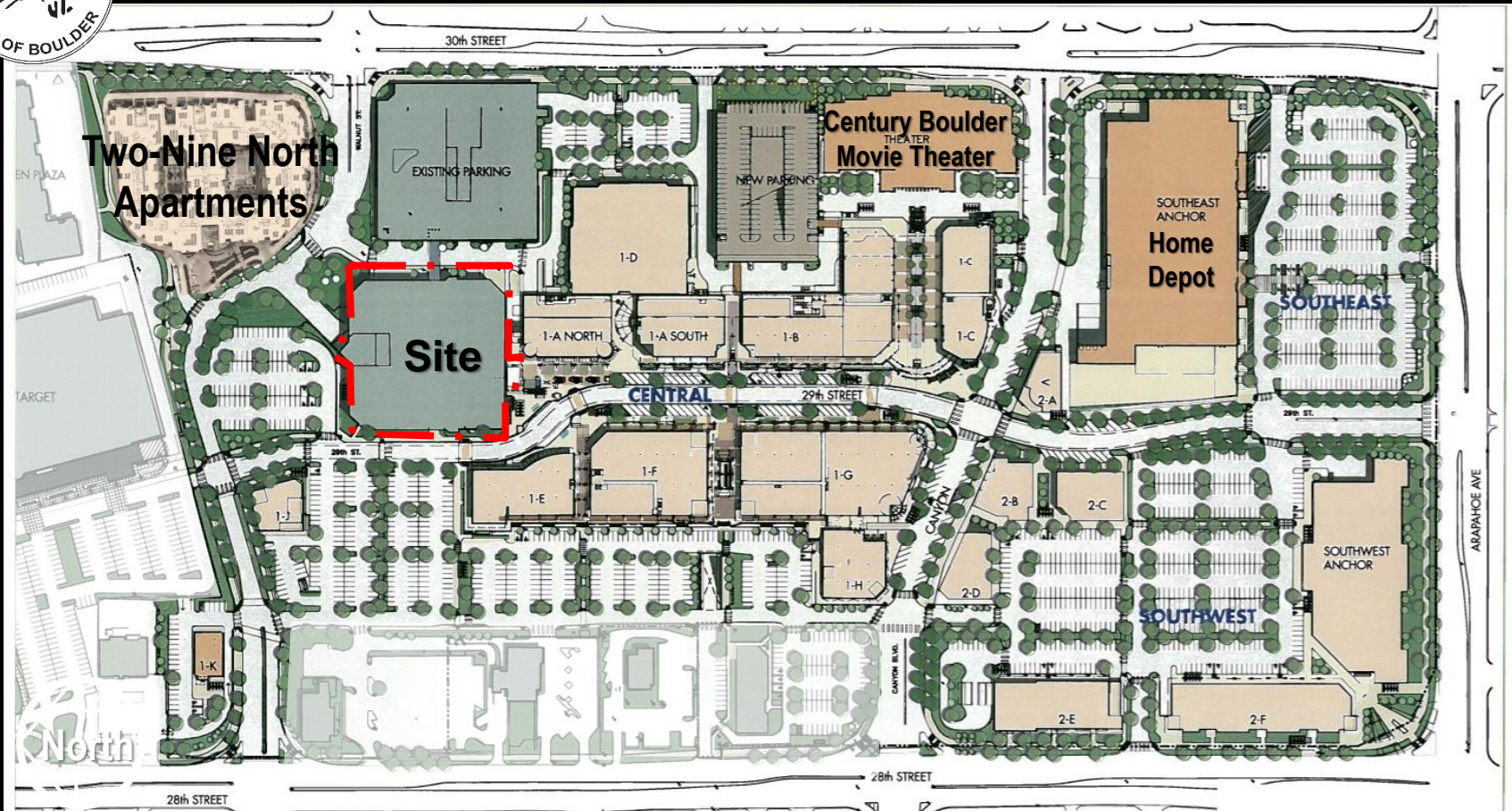
Context BVCP



“The Boulder Valley Regional Center (BVRC) is a primarily commercial area, providing retail at a range of scales, restaurants, offices and hotels in the geographic center of Boulder.” p. 117 BVCP

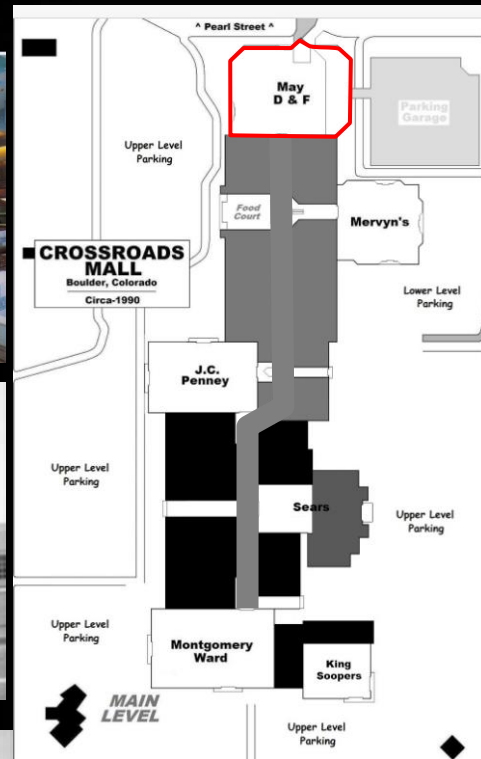
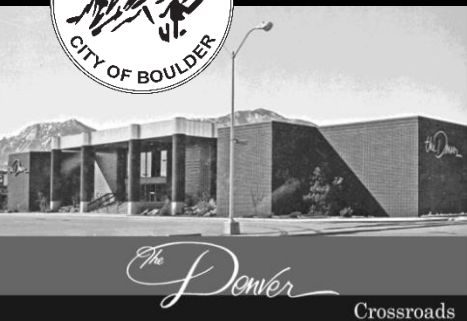


Context Twenty Ninth Street





Context Historic Context





Context Twenty Ninth Street





Context Twenty Ninth Street



TWENTY
NINTH
STREET



TWENTY NINTH STREET

prepared by COMM ARTS for WESTCOR

TEC2004-00046

01.13.05

DESIGN GUIDELINES





Context RTD Bus Service





Context Transportation Connections



-  Multi-Use Path
-  On-Street Bike Lane



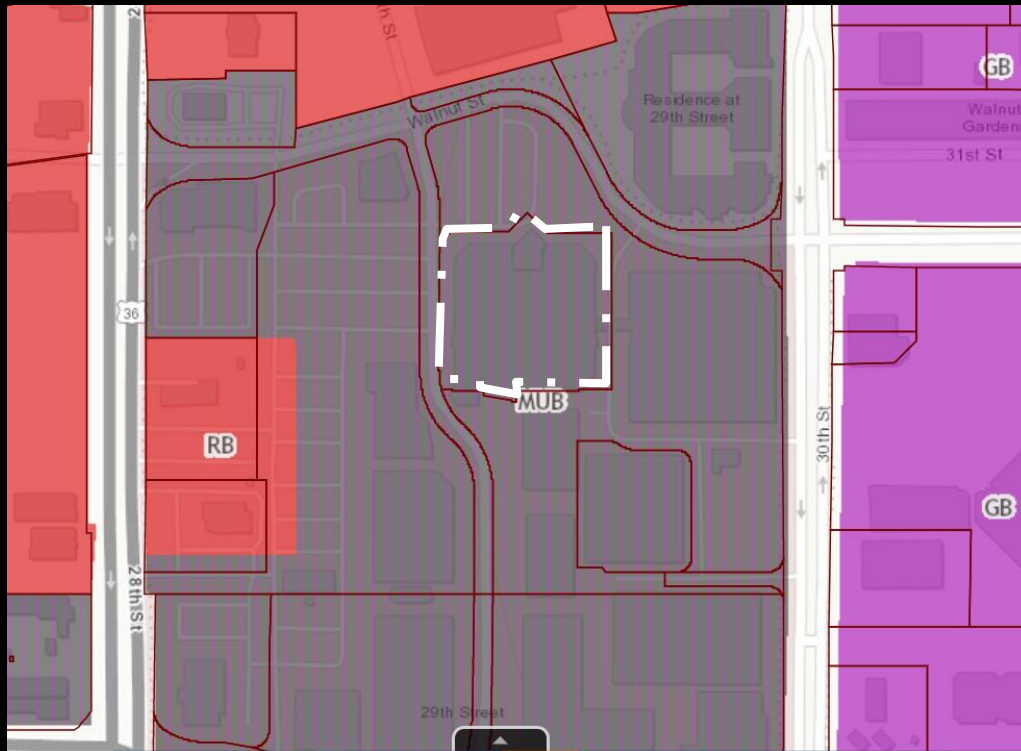
Context site





BVCP Land Use

Mixed Use Business



Characteristics and Locations:

MUB development may be appropriate and will be encouraged in some business areas. (Generally, the use applies to areas around 29th Street as well as North Boulder Village Center, the commercial areas near Williams Village and other parcels around Pearl, 28th and 30th Streets.) Specific zoning and other standards and regulations will be adopted which define the desired form, intensity, mix, location and design characteristics of these uses.

Uses: Consists of business or residential uses. Housing and public uses supporting housing will be encouraged and may be required.



Zoning Business Regional - 1



Business centers of the Boulder Valley, containing a wide range of retail and commercial operations, including the largest regional-scale businesses, which serve outlying residential development; and where the goals of the Boulder Urban Renewal Plan are implemented.



Proposed Project



Existing North Elevation



Proposed North Elevation



Proposed Project



Existing North West Corner



Proposed North West Corner



Proposed Lower Plaza



Proposed Project



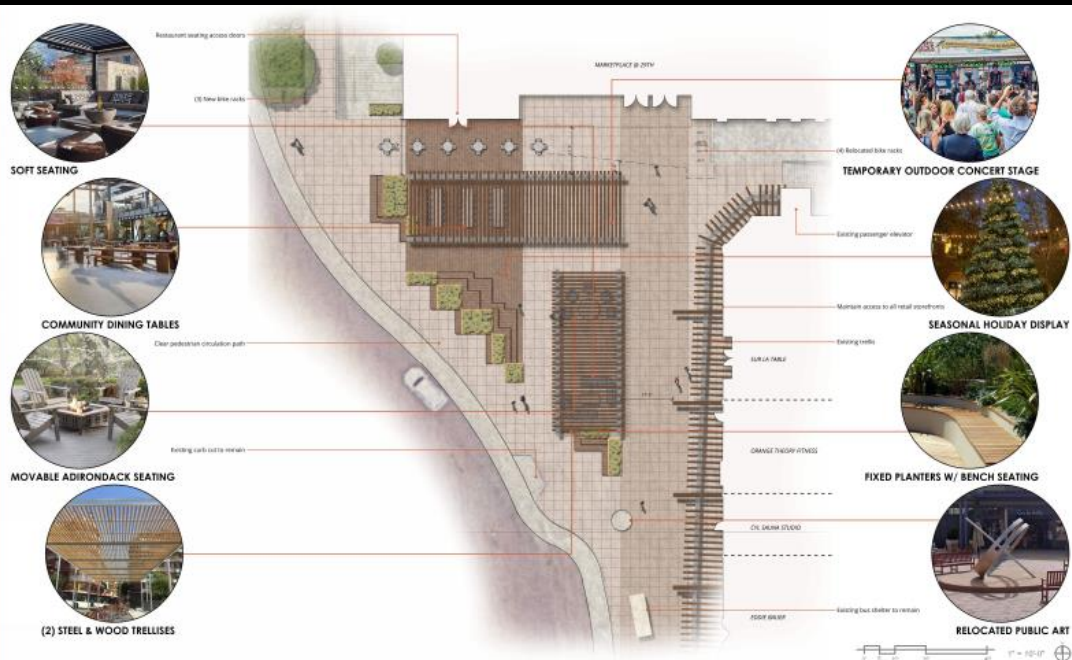
Existing South West Corner



Proposed South West Corner



Proposed Project





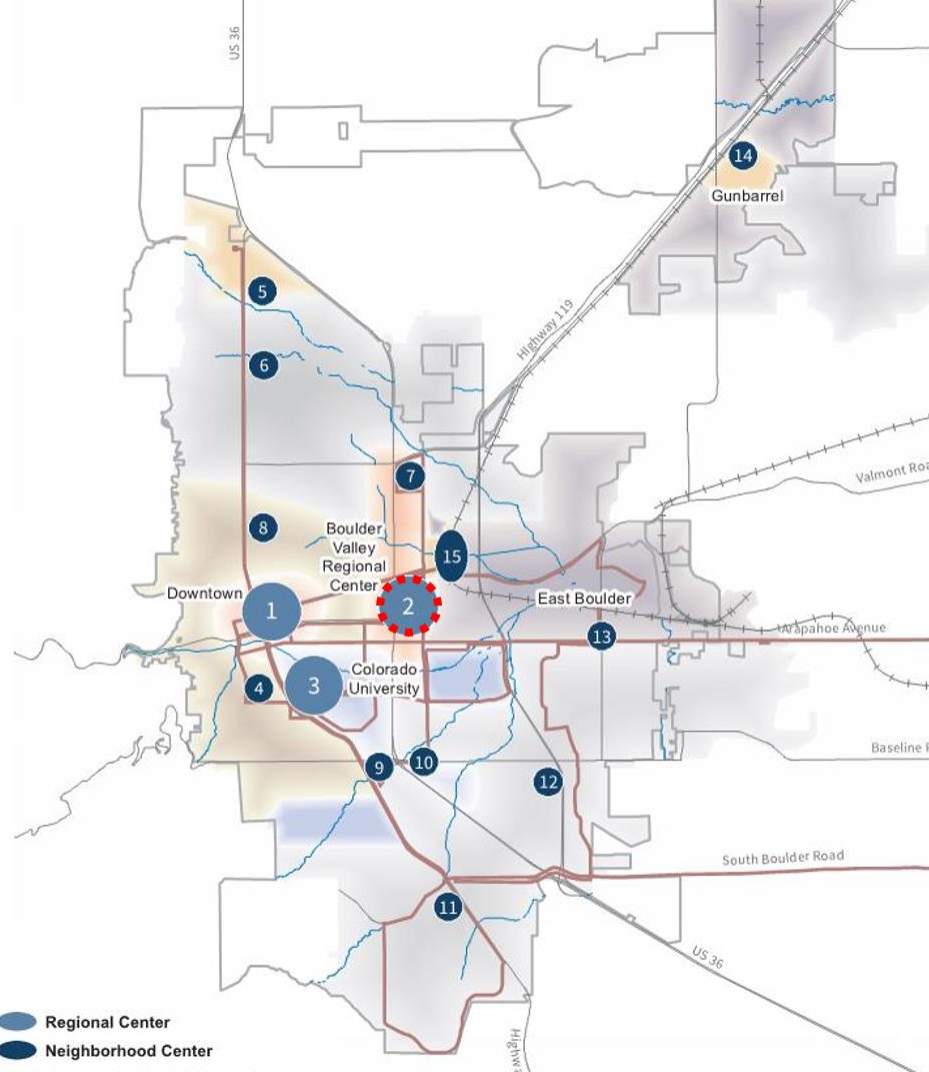
Key Issue Consistency with BVCP

- **2.03 Compact Development Pattern**
- **2.17 Variety of Centers**
- **2.18 Boulder Valley Regional Center & 28th Street**
- **2.24 Commitment to a Walkable and Accessible City**
- **2.33 Sensitive Infill & Redevelopment**
- **2.37 Environmentally Sensitive Urban Design**
- **2.41 Enhanced Design for All Projects**
- **4.08 Energy-Efficient Building Design**
- **4.09 Building Construction Waste Minimization**
- **5.02 Regional Job Center**
- **6.01 All-Mode Transportation System & Complete Streets**
- **6.05 Integrated Transportation Demand Management (TDM)**



2.17 Variety of Centers

The city and county support a variety of regional and neighborhood centers where people congregate for a variety of activities such as working, shopping, going to school or day care, accessing human services and recreating. Some centers should be located within walking distance of neighborhoods and business areas and designed to be compatible with surrounding land uses and intensity and the context and character of neighborhoods and business areas. Regional centers should serve a larger role and be located near transit. Good multimodal connections to and from centers and accessibility for people of all ages and abilities will be encouraged.





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The city will preserve and enhance the BVRC as a high-intensity regional commercial center while encouraging the addition of a variety of housing types. With its co-location of retail, daily amenities, transportation amenities and housing, the BVRC should provide the opportunity for exemplary walkable neighborhoods. Mixed-use development should exemplify the components of the sustainable urban form definition and include a mix of amenities and activities, including cultural and recreational. The city will pursue regulatory changes to increase housing capacity and reduce the current non-residential capacity in the BVRC while maintaining retail potential. This will be accomplished through analysis to balance the needs of redevelopment in certain areas with strategies that minimize business displacement and with ongoing community outreach. The guiding principles noted after Figure 3-4 will apply to development in the BVRC and along 28th Street north of BVRC (from Spruce Street to Iris Avenue) on properties with a Regional or General Business land use designation. The city will study adjacent areas during the Land Use Code update.



Key Issue Consistency with BVCP

Boulder Valley Regional Center (BVRC) Guiding Principles

1. Encourage Mixed Use.

Buildings should co-locate residential and commercial uses. New construction and redevelopment of parcels in this area should include both vertical and horizontal mixed-use, including first floor retail with residential above as flats and live-work units.

2. Ensure appropriate scale and transitions to neighboring residential uses.

The BVRC should become a place of mixed-use villages. The intensity and heights may be higher than neighborhood centers, with buildings potentially up to four or five stories, provided that housing and usable public spaces are included. 28th Street from Spruce Street to Iris Avenue is intended as a more modest intensity area than the BVRC, with buildings up to three or four stories unless additional area or corridor planning takes place. Building footprints should allow for a fine-grained connected street pattern, not superblocks. Transition zones from the higher-density BVRC to medium-density neighboring uses should encourage residential uses that appropriately transition between differing densities, such as townhomes.

3. Encourage infill in appropriate places.

Where possible, infill should be encouraged, such as on underutilized surface parking lots.

4. Function as a regional multimodal hub.

Capitalize on the existing and planned transportation connections. Address ways to get around for users of all transportation modes by including sheltered seating, shared bicycles, bike cages and repair stations. Access improved connections to and from the regional mobility hub.

5. Encourage parking management strategies.

Encourage parking management strategies, such as shared parking, in neighborhood centers.

6. Ensure comfort and safety.

Include human-scaled lighting, furnishings, signs and way-finding that feel welcoming, safe and comfortable for users of all ages and abilities. Provide unimpeded connections within the center between parking, transit, retail and residential uses.

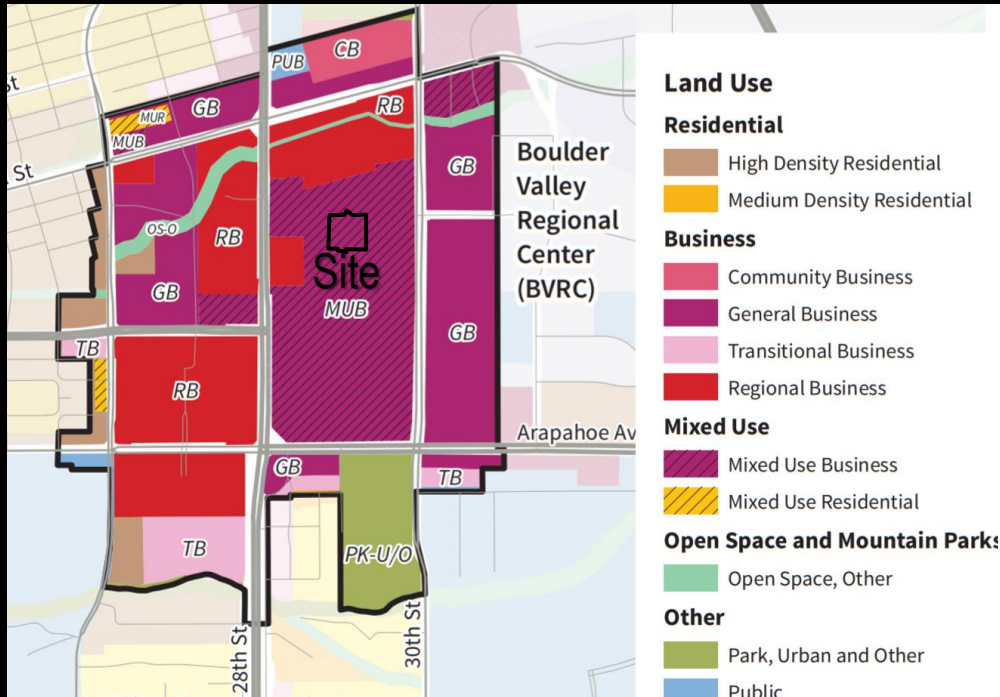
See also Enhanced Design Policy 2.41 and the Sustainable Urban Form Definition.

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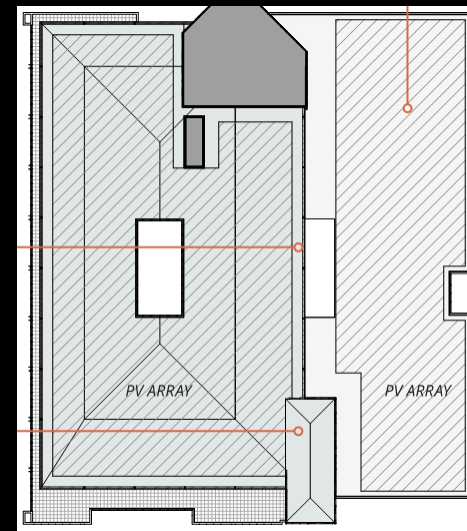


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Key Issue Consistency with BVCP

✓(ii) The height of buildings is in general proportion to the height of existing buildings and the proposed or projected heights of approved buildings or approved plans for the immediate area;





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Key Issue Consistency with Site Review Criteria

√ (v) Projects are designed to a human scale and promote a safe and vibrant pedestrian experience through the location of building frontages along public streets, plazas, sidewalks and paths, and through the use of building elements, design details and landscape materials that include, without limitation, the location of entrances and windows, and the creation of transparency and activity at the pedestrian level;





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Key Issue Consistency with Site Review Criteria

√(xii) Exteriors or buildings present a sense of permanence through the use of authentic materials such as stone, brick, wood, metal or similar products and building material detailing;



Tapered aluminum composite panels



Tapered aluminum composite panels



Aluminum mullion sunshades



Aluminum curtain wall



METAL RAILING



Aluminum curtain wall



Vegetated roof terrace





Key Issue Consistency with BVRC & 29th St. Design Guidelines

Site Layout

- *Buildings close to street*
- *Layout site to support pedestrian circulation*
- *Usable open space should be integral to the plan*
- *Parking behind or beside building*
- *Preserve and capitalize on views to the west*
- *Provide vehicular and pedestrian links*

Building Design

- *Inter-mingle the building interior and exterior*
- *Orient building to street*
- *Emphasize building entrances*
- *Avoid large blank walls*
- *Provide pedestrian interest on the ground level*
- *Design all sides of the building*
- *High quality exterior materials*
- *Buildings should be environmentally sound*





Key Issue Consistency with BVRC & 29th St. Design Guidelines

Twenty Ninth Street Design Guidelines: Building Design

- *Style “appropriate to the time and place”*
- *Building forms are asymmetrical*
- *Design of buildings influenced by words such as “clean, contemporary, flexible, and colorful”*
- *Color and material selections should not “compete” with tenant storefronts*
- *Use materials “of the era”*





Planning Board Approval

Motion to approve Site Review Amendment case no. LUR2018-00075 incorporating the staff memorandum and the attached Criteria Checklist as findings of fact, and subject to the recommended conditions of approval.

Questions of Staff?